

**DO YOU INHALE? — All smokers do, some of the time!**



INHALES about 50% of his smoking — yet sincerely believes he doesn't inhale at all.



THINKS she may inhale now and then — actually inhales more often than not!



KNOWS he inhales "sometimes" — but is unconsciously inhaling 80%—90%!

**GET THIS, IT'S VITAL!**  
When you inhale — exposure to irritation is increased. So — know what you smoke! There's a difference — reported by eminent doctors in leading medical journals. On comparing, they found:

FOUR OTHER LEADING BRANDS  
AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY  
CONTRASTED PHILIP MORRIS  
— AND, THE IRRITATION LASTS  
MORE THAN FIVE TIMES AS LONG!

**NO OTHER CIGARETTE CAN MAKE THIS STATEMENT!**

# CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE



82  
TODAY THEY COST NO MORE  
THAN ORDINARY POPULAR-PRICE  
BRANDS! (In NEW YORK STATE)

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